



Reminders...

- Lines are muted...***we will unmute for discussion***
- Please submit your questions via the chatbox on your zoom screen

Communications Subcommittee Open Forum Meeting

January 18, 2023

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A UNISON RISK ADVISORS Company

Communications Subcommittee
Open Forum Meeting

Agenda

- Brief update on the Healthcare Bluebook project
- Open Discussion on best practices to communicate with enrollees



Healthcare Bluebook™

UPDATE

HEALTHCARE BLUEBOOK

What is it?

A voluntary program that helps members compare healthcare costs and earn rewards for selecting a lower cost/high quality provider.

Why?

Healthcare costs vary widely between providers even when they are all in network. Some are just more efficient than others and have better outcomes. Selecting lower cost/high quality providers:

- Lowers costs for the NY44 Health Benefits Trust Healthplan
- Lowers costs for participating schools
- Allows schools to keep member contributions lower
- Can help reduce member out of pocket expenses

And...Members Can Earn Cash Rewards

HEALTHCARE BLUEBOOK – CURRENT STATUS

Contract has
been finalized

Implementation has
started

Welcome Kits
to be mailed in
April

HEALTHCARE BLUEBOOK – UPCOMING COMMUNICATIONS

We plan on providing enrollees information about the program prior to launch and thereafter...

- **Enrollee Newsletter** - Expected to be mailed to enrollees' homes by end of January. We will include some preliminary information on this exciting new program that allows enrollees to earn rewards.
- **Postcard** - In March, a mailing will alert enrollees to be on the lookout for the welcome kit mailer from Healthcare Bluebook arriving in April.
- **Welcome Kit** - This will arrive directly from Healthcare Bluebook and is expected to arrive the beginning of April.
- **Website Content** - Concurrent with the Enrollee Newsletter we will begin promoting the Healthcare Bluebook program at the NY44 website.
- Further communications mailed throughout the year (the timing and specific format to be determined).

HEALTHCARE BLUEBOOK – Q&A

Are members required to use the Healthcare Bluebook program?

- No. It is **voluntary**.

How do members qualify for a reward?

- The member must search for the rewardable procedure and view the Green Provider or the Green/Green or Green/Yellow Facility. Next the member has rewardable procedure completed at the Green Provider or the Green/Green or Green/Yellow Facility within 12 months.

Do members have to submit any special forms to get a reward?

- No. Rewards are earned by visiting “green” providers for rewards-eligible procedures. Healthcare Bluebook does all of the processing; there are no additional forms to submit.

How do members receive a reward? How long does it take?

- Rewards are processed monthly, but may be delayed due to the time it takes for claims to be billed and processed. The reward and a letter of explanation is mailed directly to the member.

Do covered family members of the member receive rewards?

- Family members covered by the health plan can earn rewards. However, rewards are always paid to the employee/member.

Is member health information kept private?

- Yes. Healthcare Bluebook does not share information about individual employees or the services received with your employer. All healthcare information is kept confidential.



COMMUNICATION PRACTICES DISCUSSION

HOW DO MEMBERS SCHOOLS COMMUNICATE WITH THEIR EMPLOYEES?

Flyers Distributed at School?

Results?

Mailings to the Home?

Results?

Mobile App?

Results?

Other Ideas?

Results?



Next Steps

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Thanks
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